

ZAKARIA KHODR

khodrzaky@gmail.com / 905-325-1799

SUMMARY

Product Manager with experience supporting secure, safety-critical, and cloud-connected software platforms across embedded systems, emergency communications, and digital infrastructure environments. Proven background coordinating cross-functional Agile delivery, release readiness, stakeholder alignment, technical documentation, and customer enablement initiatives across Product, Engineering, UX, QA, Marketing, and external partners. Experienced translating complex technical capabilities into customer focused messaging, onboarding workflows, competitive positioning, and go-to-market content for regulated and mission-critical environments.

SKILLS

- Agile Delivery (Backlog Ownership, User Stories)
- Product Analytics (KPIs, Dashboards)
- User Research (Usability Testing, Surveys, Interviews)
- Competitive Analysis & Benchmarking (Nielsen ONE)
- Roadmap & Feature Prioritization (RICE, WSJF)
- Cloud & Edge Platforms (AWS, BlackBerry IVY)
- Developer Enablement (Onboarding, Docs)
- Go-to-market (Positioning, Messaging)
- Customer Enablement (Adoption, Communication)
- SaaS Platforms (Cloud integrations, Automations)

EXPERIENCE

Founder & Product Lead, Technical Enablement / NDGO – Hamilton, ON 02/2025 – 04/2026

- Led end-to-end delivery of custom workflow automation and digital systems projects for clients across operational and service based industries, translating stakeholder requirements into scalable software solutions.
- Coordinated cross functional implementation efforts across development, UX, documentation, and client stakeholders, managing project timelines, feature prioritization, and deployment readiness for 10+ client initiatives.
- Developed structured onboarding systems, technical documentation, architecture diagrams, and client enablement materials that reduced platform onboarding and troubleshooting time by over 70% while improving adoption.
- Conducted client discovery sessions and operational analysis to identify process inefficiencies and define tailored product solutions, contributing to a 40% increase in client re-engagement and repeat project opportunities.

Product Manager Co-op, Digital Communications / SongBird Marketing – Toronto, ON 09/2024 – 01/2025

- Led the end-to-end migration and release coordination of a SaaS communications platform, defining feature requirements, supporting backlog prioritization, and coordinating cross-functional UX and development teams.
- Partnered with technical, marketing, and vendor stakeholders to support release readiness activities, develop customer-facing enablement content, and optimize communication workflows through analytics driven testing.
- Drove Agile product delivery through sprint planning, backlog grooming, release tracking, and daily standups while aligning UX, Brand, and platform vendors to remove blockers and launch enhancements that increased CTR 60%.
- Conducted competitive analysis, customer feedback evaluation, and performance reporting to support product positioning, feature prioritization, and go-to-market readiness, contributing to a 30% increase in organic reach.

Product Manager Co-op, Emergency Responses / St. Joseph's Lifecare Centre – Brantford, ON 01/2024 – 05/2024

- Supported the product delivery and rollout of a centralized emergency communications platform integrating resident tablets, call systems, and real-time alert workflows, helping reduce emergency response latency by 85%.
- Collaborated with nursing leadership, IT, compliance, and cross-functional technical teams to manage Agile delivery processes including backlog refinement, sprint coordination, deployment alignment, and enablement.
- Conducted stakeholder research, usability testing, and operational workflow analysis with 30+ staff and residents to identify communication gaps and improve critical information clarity by 70% and reducing interaction time 60%.
- Contributed to the implementation of accessibility focused communication features including voice assisted workflows and guided support systems, increasing engagement with emergency communication prompts by 90%.

Product Marketing Manager Co-op, Embedded Platforms / BlackBerry – Waterloo, ON

08/2023 – 01/2024

- Supported product planning for QNX Neutrino RTOS and Hypervisor platforms, translating kernel performance and system insights into prioritized feature requirements, technical documentation, and enablement content.
- Collaborated across Product, Engineering, UX, and OEM stakeholder teams to coordinate Agile delivery activities including backlog refinement, sprint planning, release tracking, and deployment alignment across ARM and x86.
- Partnered with AWS and internal engineering teams on QNX Accelerate cloud based development initiatives, supporting validation planning, integration requirements, acceptance criteria definition, and developer enablement.
- Conducted competitive intelligence and regulatory research across safety critical and secure embedded systems markets, mapping ISO 26262, IEC 61508, and IEC 62304 requirements into positioning materials and briefs.

User Experience Designer Co-op, Vehicle Safety Systems / BlackBerry – Waterloo, ON *04/2023 – 08/2023*

- Supported onboarding, deployment, and user enablement initiatives for BlackBerry IVY, a cloud-connected vehicle data platform, redesigning developer onboarding workflows and reducing platform setup time by 70%.
- Collaborated with Product, AWS, and UX teams to optimize cloud to vehicle communication workflows supporting real-time safety and emergency response use cases, improving automated incident response accuracy 70%.
- Defined feature requirements, user stories, acceptance criteria, and integration workflows for connected vehicle platform capabilities, supporting scalable deployment across edge and cloud-based environments.
- Developed technical documentation, architecture diagrams, troubleshooting workflows, and customer facing enablement materials for ML integrated safety systems, reducing troubleshooting time by 90%.

Agile Project Manager Co-op, Corporate Marketing / BlackBerry - Waterloo, ON *01/2023 - 04/2023*

- Coordinated Agile delivery across the BlackBerry IoT portfolio, supporting backlog prioritization, dependency tracking, release coordination, and sprint execution for multi-platform software, reducing sprint cycle time by 80%.
- Collaborated with Product, UX, Web, Engineering, and external vendors to support go-to-market initiatives including feature launch coordination, customer enablement content, technical documentation, and demos.
- Integrated stakeholder feedback, performance reporting, and operational insights into backlog refinement and release planning processes, helping resolve cross-functional blockers while maintaining delivery reliability.
- Standardized Jira and Confluence workflows while facilitating daily standups, sprint planning, backlog grooming, and coordination across 8 functional groups and 100+ stakeholders, improving organizational alignment.

Associate Product Manager, Campus Safety / Wilfrid Laurier University – Waterloo, ON *09/2021 - 06/2022*

- Supported product enhancement for SAFEHawk, Laurier's campus safety and emergency communications platform, defining feature requirements, writing user stories, and coordinating with Campus Safety stakeholders.
- Streamlined critical in-app emergency response workflows including direct communication access to Special Constable Services, safety escorts, maps, and campus resources, increasing engagement with safety features.
- Implemented operational monitoring and analytics across multi-channel emergency communication systems including email, SMS, and mobile push notifications, leveraging delivery metrics to support feature prioritization.
- Collaborated with Campus Safety, IT teams, and external platform vendors through Agile delivery processes including sprint planning, backlog refinement, release validation, and staged deployments.

PROJECTS

Founder, Community Marketplace / DealSnatchers – Hamilton, ON *09/2015 – 12/2022*

- Led product planning and delivery for a community marketplace platform launched through the City of Hamilton Summer Company program, defining feature requirements and prioritizing development roadmaps.
- Designed and optimized end-to-end user workflows across listing management, account onboarding, checkout, and safety related interactions, leveraging usability to improve task completion rates by 70%.
- Developed and monitored real-time notification and communication workflows supporting listing alerts and personalized user engagement, maintaining 99% delivery reliability while increasing user interaction rates by 32%.
- Implemented operational analytics, stakeholder feedback tracking, and competitive monitoring processes to support backlog prioritization, release planning, and incident response, reducing issue resolution timelines 60%.

EDUCATION

Bachelor of Design, User-Experience Design / Wilfrid Laurier University *04/2025*

- Focused on user experience strategy, human computer interaction, accessibility standards, and digital product workflows, with experience supporting multi platform software and communication system projects.
- Applied Agile product development methodologies across collaborative studio and client based projects, including user story creation, stakeholder research, usability testing, backlog prioritization, and high fidelity prototyping.